

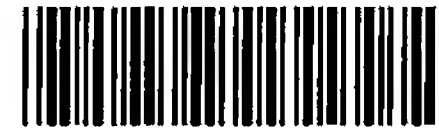
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM

Application Number	10/709,330
Filing Date	April 28, 2004
First Named Inventor	Mark Ruttenberg
Title	Method of Providing An Electronic Advertising Service With Leasing of Electronic Advertising Displays
Art Unit	3622
Examiner Name	Khanh H. Le
Attorney Docket Number	46514-57639

I hereby revoke all previous powers of attorney given in the above-identified application.

☒ Practitioners associated with the Customer Number:
OR



21888

PATENT TRADEMARK OFFICE

☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

☐ The address associated with the above-mentioned Customer Number:
OR

☒ The address associated with Customer Number:
OR

021888

<input type="checkbox"/> Firm or Individual Name	Kevin M. Kercher		
Address	Thompson Coburn LLP		
Address	One US Bank Plaza		
City	St. Louis	State	MO Zip 63101
Country	USA		
Telephone	314-552-6345	Email	kkercher@thompsoncoburn.com

I am the:

- ☐ Applicant/Inventor.
☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Signature	<i>Mark Ruttenberg</i>	Date	5-4-06
Name	Mark Ruttenberg	Telephone	
Title and Company	President, Monarch Visual Solutions, Inc.		

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☒ *Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.